

TABLE II
2ND PICKUP MADE BY THE FTC - FEBRUARY 1968
Philip Morris Data
BRANDS RANKED ACCORDING TO FTC TAR

BRAND	SIZE	TIPPING PAPER LENGTH, MM	FTC TAR, MG/CIGT	NICOTINE, MG/CIGT
1. MARVELS	KFM	25	4.2	.22
2. FRAPPE	KF	24	6.2	.23
3. TRYON	KFM	25	7.1	.60
4. LIFE	KFC	30	9.7	.74
5. TRYON	KF	25	10.2	.85
6. MONTCLAIR	KFMC	24	10.9	.73
7. VOGUE (COLOR)	KF	20	11.9	.40
8. SILVA THINS	100	30	13.8	.83
9. KENT	RF	22	14.4	.86
10. TEMPO	KFC	24	14.9	.73
11. HOME RUN	RNF	NONE	15.5	.94
12. KENT	LF	24	16.0	1.02
13. CAMEL	KFM	24	16.9	1.24
14. LARK	KFC	25	17.1	1.04
15. BENSON + HEDGES	RF	19	17.6	1.22
16. BENSON + HEDGES	KF	24	17.7	1.29
17. COUPON	RNF	NONE	18.1	1.56
18. MAPLETON	KF	25	18.2	.79
19. WINGS	KF	24	18.3	1.36
20. MARLBORO (BOX)	100	30	18.3	1.40
21. PICAYUNE	RNF	NONE	18.4	1.53
22. ALPINE	KFM	26	18.6	1.19
23. OLD GOLD	KF	24	18.8	1.16
24. DUMAUERTER	KF	24	18.8	1.37
25. DOMINO	KF	21	19.0	.87
26. GALAXY	KFC	24	19.0	1.41
27. YUKON	KFM	21	19.2	.91
28. DEVON	KFM	25	19.3	1.23
29. SPRING	100	30	19.5	1.08
30. STRATFORD	KFM	25	19.7	.84
31. STRATFORD	KF	25	19.8	.90
32. BENSON AND HEDGES	100	30	19.8	1.39
33. OLD GOLD	RNF	NONE	20.1	1.21
34. NEWPORT	KFM	24	20.4	1.30
35. DOVER LONGS	100	27	20.4	1.49
36. OMAR	RNF	NONE	20.5	1.15
37. OASIS	KFM	24	20.5	1.22
38. GAULOISES	RF	NONE	20.5	1.33
39. NEWPORT	LFM	22	20.5	1.33
40. BELAIR	KFM	24	20.6	1.56
41. SWEET CAPORAL	KFM	24	20.9	1.30
42. CHESTERFIELD 101	100	27	21.4	1.35
43. HELMAR	LF	21	21.4	1.47
44. BENSON + HEDGES MEN.	100	30	21.5	1.42
45. CENTURY	100	30	22.1	1.47
46. DOMINO	KNF	NONE	22.4	.95
47. MAPLETON	RNF	NONE	22.4	1.00
48. NEWPORT	100	24	22.6	1.43
49. PIEDMONT	RNF	NONE	23.0	1.54
50. HOLIDAY	KF	21	23.3	1.30
51. GAULOISES	RNF	NONE	23.3	1.39
52. COLONY MENTHOL	100	24	23.8	1.35
53. YORK FILTER	100	24	23.9	1.59
54. STRATFORD	KNF	NONE	24.1	1.04
55. CAVALIER	LNF	NONE	24.6	1.57
56. COLONY	100	24	24.9	1.55
57. HALF AND HALF	KF	24	24.9	1.88
58. ENGLISH OVALS	RNF	NONE	25.2	1.88
59. OLD GOLD	KNF	NONE	26.3	1.55
60. HOLIDAY	KNF	NONE	27.8	1.64
61. BULL DURHAM	KF	24	28.9	1.74
62. H. TAREYTON	KNF	15	29.4	1.64
63. PLAYERS	RNF	NONE	30.6	2.01
64. VOGUE (BLACK)	KF	20	30.7	1.05
65. BRANDON	KNF	NONE	31.5	2.02
66. FATIMA	KNF	NONE	31.8	1.67
67. ENGLISH OVALS	KNF	NONE	32.3	2.42
68. VENTURE	KF	19	35.9	2.86

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